

In the claims:

All of the claims standing for examination are reproduced below.

Claims 1-20 Presently canceled

21. (Presently added) An Internet-enabled appointment and reservation service system, comprising:

an Internet-connected appointment server executing a software suite;
and

one or more subscribing businesses to the service system;
wherein the software suite displays an interactive interface showing geographic regions to a browsing person, upon selection of a geographic region by the person displays a plurality of business types, and upon selection of a business types displays specific businesses of the selected type.

22. (Presently added) The system of claim 21 wherein, after selection of a specific business the server displays an interface for making an appointment with the selected business.

23. (Presently added) The system of claim 21 wherein a receiving apparatus at individual ones of the subscribing businesses comprises an Internet-capable personal computer with a video display unit (PC/VDU).

24. (Presently added) The system of claim 23 wherein the PC/VDU executes software providing periodic connection to the appointment server, downloading of updated versions of an appointment schedule during the periodic connection, and display of the appointment schedule on the video display unit.

25. (Presently added) The system of claim 21 wherein individual ones of the specific business displays include multimedia advertising material.

26. (Presently added) The system of claim 25 wherein the advertising material presents a hyperlink to a direction service for aiding a client in locating the business.

27. (Presently added) The system of claim 22 wherein the appointment server, once an appointment is made, cooperates with a pager facility to page-alert the browsing person who made an appointment of a scheduled appointment.

28. (Presently added) A method for making appointments and reservations comprising:

- (a) displaying, by an Internet-connected appointment server, an interactive interface showing geographic regions to a browsing person;
- (b) upon selection by the person of a region, displaying a plurality of business types within the selected region; and
- (c) upon selection of a business type, displaying specific businesses of the selected type.

29. (Presently added) The method of claim 28 wherein, after selection of a specific business, the server displays an interface for making an appointment with the selected business.

30. (Presently added) The method of claim 28 wherein a receiving apparatus at individual ones of the subscribing businesses comprises an Internet-capable personal computer with a video display unit (PC/VDU).

31. (Presently added) The method of claim 30 wherein the PC/VDU executes software providing periodic connection to the appointment server, downloading of updated versions of an appointment schedule during the periodic connection, and display of the appointment schedule on the video display unit.

32. (Presently added) The method of claim 28 wherein individual ones of the specific business displays include multimedia advertising material.

33. (Presently added) The method of claim 32 wherein the advertising material presents a hyperlink to a direction service for aiding a client in locating the business.

34. (Presently added) The system of claim 29 wherein the appointment server, once an appointment is made, cooperates with a pager facility to page-alert the browsing person who made an appointment of a scheduled appointment.